R.J. Reynolds
Tobacco Company

LORI O'CONNOR
Regional Business Manager

400 Raritan Center Parkway
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

September 21, 1995

TO:
G. N. Kuruc, Jr.
G. H. Moulton
A. V. Addessi
S. C. Grossberg
F. J. Iaconetti
F. L. Maney
M. J. McHugh
G. P. Mitchell
M. F. Richards
R. L. Burrows
A. E. Evanchik
A. P. Groll
J. Mallardi
F. J. Perez
L. T. Wolfe

RE: December DPC

In December we will work Salem 25¢ off per pack in New York City and New Jersey. This promotion will enable us to test the postcard to see what maximum response would be.

I have put 2500 Salem Pack Replica displays on hold for this program. Please let me know, for those direct accounts who service New York City and New Jersey, how many displays you anticipate they will need.

Please respond no later than September 29, 1995 so we have enough displays available.

Sincerely,

Lori

Lori

LOC:ims

51849 3112

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/ggfy0000